Cyberinfrastructure

wedigbio.org and interoperability between it and platforms
Kevin Love and Rob Guralnick (leads)

Group members:

- Mike Schall (scribe)
- Jason Best

Topics from the Group Discussion:

2016-04-20 Cyberinfrastructure & Outreach and Marketing (2:15pm)

- (Question/comment from general discussion) Could we make data available in (near) real-time to have data visualization efforts going along side the transcription.
- Notify WeDigBio.org about blogs posts made by each transcription center so WDB can be a clearing house of inter-related activity.
  - Multi-post blog posts that provide additional coverage
  - WDB will add a RSS field to their project content type so folks can manage their own URIs (in case their blog changes, etc.)
- Quotables Generator – low return on effort, removed from actions
- Video vignettes – use Instagram
  - Come up with a hashtag!
  - Box off an area during each event where a question is asked and the video is captured and then posted to Instagram
    - Ideas for questions. Something simple like "What comes to mind when I say pollinator?"
- Social Media Aggregator
  - Pick a hashtag
  - Have folks at each event who are focused on social media engagement during each event, try to queue up content early to continue and sustain momentum.
  - Add event contact information to the WDB event content so it can be centrally tracked
- Add a "checklist" that appears after an event is added to the WEB site so event coordinators can make sure they're doing the right/best things.
  - Automated email: These are suggestions for making your event successful
    - Could be an email that includes text based on what elements the submitter included or excluded, e.g. "Be sure to add your Twitter account name to the event" if they left it blank
- Live video streaming

- - - ○ iDigBio might adopt additional technology in addition to Adobe Connect
    - ○ Coordinate times for key events or collaboration between WDB events
    - ○ Excludes the folks in different timezones
    - ○ Maybe shift to a real-time collaboration tool or forum
      - ■ Slack
      - ■ Reddit/RedditLive
    - ○ On-demand printing for stickers/t-shirts
  - Update home page of WDB
    - ○ Add three calls to action above/near the hero
  - (Optimize Google Analytics) Use Google Analytics use to check to see what investments are valuable (e.g. referrals from reddit, twitter, etc.)

2016-04-20 Cyberinfrastructure Meeting (4pm)

- Consistent ways of visualizing effort and progress
  - ○ Common API or endpoints
  - ○ Or at least defining the value of each center
  - ○ Reduce time spent in post-mortem summarizing the various efforts
- Data elements
  - ○ Number of new users
  - ○ Need to figure out if the charts are useful

2016-04-21 Cyberinfrastructure Meeting (9:30am)

- Define a data model for data exchange
  - ○ Add a GUID/UUID to the data exchange RSS feed (as defined in GitHub: https://github.com/iDigBio/wedigbio-dashboard)
  - ○ IP or Coordinates
  - ○ Ideally something WDB querys by date range
- Potentially add charts to project pages
- How do we track participation vs. completeness of records
  - ○ Is this a boolean that WDB adds to queries to qualify stats?
  - ○ SI: state change (transcribed, mark for review, marked for approval)
  - ○ Jason: transcribed count (first pass, second pass, etc.)
- Deal with platform-wide vs. project stats
- Fields to track
  - ○ Project name
  - ○ Title
  - ○ Link to record
  - ○ Thumbnail
  - ○ Contributor (some)
    - ■ Lat/Long
    - ■ IP
    - ■ County, State, Country

- - Specimen
    - Lat/Long
    - dwc:verbatimEventDate
  - pubDate
  - Expedition (taxonomy/collector/time period)
    - Biospex-related
  - Unique ID (event-specific)
  - Discretionary Record State

2016-04-21 Joint Meeting with Events (11:45am)

- Improving communication across events
  - Planning collab time
  - "Passing the baton" from one event to another
  - Provide two "rooms" in AdobeConnect
    - First is a live stream for passing the baton
    - Second is pre-prepared content like tours
  - Continue discussion through twitter
- Event registration for on-site participants
  - Eventbrite for participants
    - If this is centralized with WeDigBio
      - WDB can match participants with different events
      - Send out surveys afterward
      - Send out confirmation emails with instructions for signing up with the relevant transcription platform
  - Does moving to a social sign-on make sense in the long run
- Make sure fields on the event pages of WDB page map to Outreach & Marketing's needs
- WDB Website: Add word cloud for taxonomic/temporal scope
- WDB Website: Host content type
- WDB Website: Image styles for uploaded images

2016-04-21 Internal Meeting (2:30pm)

- Formalized data-model.json for activity
- Defined a summary-model.json for project summary
  - Use case is to include a progress/completion stat on the event name
  - Does this work for all platforms with differing group/project structures

2016-04-22 Internal Meeting (10am)

- Discussed plan for implementing activity model
  - Aim to have endpoints available end of May (Mike/SI, Simon/DigiVol)
  - Aim to have test visualizations up end of May (Kevin/UF)

- - ○ Aim to have some example use of the cartodb/data (Jason/BRIT)
    - ○ Produce a /activity-exchange-api page on the website that explains it
      - ■ Has a conformance checker (enter your URL)
- ● Discussed the risks/rewards for centralizing participant capture at We Dig Bio
  - ○ Discussed with Events Group
  - ○ Issues with owning/managing infrastruture
  - ○ Concerns about policies
  - ○ Possible compromise: Could we use MailChimp with "Advanced Forms" (http://kb.mailchimp.com/lists/signup-forms/manage-groups-in-advanced-forms) (Does require a paid MailChimp account)
    - ■ Proposed Steps
      - ● Hosts direct participants to WDB page with embedded MailChimp form
      - ● Form asks for 2-3 interests fields (data collection)
      - ● Form has a event field
      - ● Confirmation/Welcome email redirects you to We Dig Bio page with a list of Events and Event-specific next steps
    - ■ Libby? Reviews signs ups through MailChimp and notifies host events of who has signed up
    - ■ MailChimp manages infrastructure, bounces, opt-outs, compliance
    - ■ All outreach email would need to go through MailChimp